

Retail Dry Goods Dealers See Five Per Cent Increase in '55

One of the important economic sounding boards heard from at this time of year is the annual convention of the National Retail Dry Goods Association. This is true because, while most of the time it's the major merchandising units that get their opinions aired, when retailers big and little from all over the country unite their voices, the chorus does manage to make its heard.

These men are not in the position of the great industrial units which have assets so great that their plans can overlook or override an occasional error in future planning. The retailer can't make his community power or flounder; he can't move away; he must take what he finds and somehow extract a profit from it.

Hence it is significant that these men reached a consensus of "five per cent better" for 1955 over 1954. Nor were they simply talking optimism to cheer each other up. During and since the meeting, New York has been simply crammed with buyers. Everyone anyone has ever seen on Seventh Avenue is in town. Some of them, still hurting a little from the adverse fall season when the weather was wrong so much of the time, are buying hand-to-mouth, but even those are earnestly lining up reserves so they can get in a hurry the merchandise they believe they will sell.

NEW JET PHOTO PLANE—A striking advance in the science of aerial reconnaissance, making pictures of target areas for combat commanders—was reported this month. The Air Force took delivery of the first modern photo-reconnaissance fighter plane specifically developed for this purpose.

The plane was designed and built after Air Force commanders in the Korean war frequently noted that fighters converted in the field into reconnaissance craft came home with inferior or unusable pictures, cutting down the United Nation's air superiority. The official announcement of first deliveries to Shaw Air Force Base in South Carolina said of the plane: "It makes available a jet-powered craft with the speed, maneuverability and photo equipment necessary to obtain and bring home the vital pictures of enemy areas without which no campaign can be planned or executed with utmost effectiveness."

The plane, called the Thunderflash by its builder, Republic Aviation Corp., is officially the RF-84F, swept-wing, single-jet plane, its func-

Edison Hits New Peak in Power Use

Southern California Edison Co.'s gross peak demand exceeded 2,000,000 kilowatts for the first time when 2,002,100 kilowatts were delivered to the company's customers last week, according to L. E. Jenkins, manager of the company's Redondo Beach district. Previous high demand on the Edison system was 1,986,200 kilowatts which was recorded on Dec. 9 of last year.

This new 2,000,000 kilowatt peak was the combined electrical demand of all Edison customers — industrial, commercial, agricultural, and domestic. It is equivalent to the amount of electricity necessary to serve the average domestic electrical needs of about three and a third million homes.

Emphasizing the record increase in the use of electricity, Jenkins pointed out that the company's gross peak demand has been doubled in less than 10 years. It was on June 20, 1945, that the Edison Company's first 1,000,000 kilowatt demand was recorded.

tions day or night, at any altitude, and goes "more than 600 miles an hour." Four 50-caliber machine guns help it get home with its pictures if enemy planes interfere.

THINGS TO COME — A snack tray for television lookers has two spring-actuated grippers which hold it firmly to a chair-arm of almost any size. . . . A portable one-burner gas stove for campers cooks 15 meals on one filling of propane gas. . . . A new game is supposed to teach small children, playing store, to keep within their budgets. . . . Automobile drivers whose right legs get tired on long trips can now buy sponge-rubber supports for them.

PLAY HELPS WITH WORK — Each year relaxation bent employees of more than 30,000 American firms are helped out by their employers with their recreational activities. The annual tab for these social, cultural, and athletic activities runs past \$800 million.

The companies believe they get their money's worth in reducing employee turn-over, attracting younger workers, raising company morale, and generally improving employee relations.

One of the leading companies in this form of endeavor reports that last year 2500 of its 12,000 employees in the main plant, or more than one in five, took part in one or more of the ten sports the program features. The cost to the company was some \$12,000.

This, as is the case with many other such programs, is cooperative. An employee group raises half the expense, largely from such concessions as parking lots and candy and coke machines.

The idea has even spread to overseas plants. The Blantyre, Scotland, factory, for example, has cricket and soccer teams and lawn bowling matches.

COSTLY METALS — Higher prices have been posted in primary markets in the last two weeks for aluminum, one of the two light metals most important to the continuing construction boom — and fabricators are wondering if copper can be far behind.

Labor costs have been rising in aluminum smelters, and demand has been strong. Pig aluminum has gone up to 21.5 cents a pound. Ingots are roughly a cent a pound higher than December quotations.

Copper prices remain at the 30-cent level first quoted in April, 1953. However, custom smelters report sources of scrap are beginning to hoard the metal, and Chile has begun shipping to Europe, where the price is 38 cents, some of the copper which used to come to this country.

BITS OF BUSINESS — Interest rates on short-term commercial loans were raised twice in a week in the New York market. . . . More dwellings were started last month than in any other December in the nation's history. . . . New York Telephone Co. biggest Bell System unit, plans to spend a record \$200 million this year on expansion. . . . Steel production topped 2 million tons in the January 15 week, for the first time since November, 1953.

Burkhart Participant In Operation Rainbow

Marion G. Burkhart, boilerman second class, of 616 E. Carson St., participated in the recent "Operation Rainbow," aboard the landing ship dock USS Cabildo.

The operation was a combined amphibious and mine-craft exercise held this month at Long Beach. Climaxing a full week of special activities in which Navy men and Marines were guests of city officials, was a demonstration landing under simulated invasion conditions.



ALBERT N. SEMMELROTH Gets New Post

New Electric Manager Told

Albert N. Semmelroth has been appointed manager of the Torrance plant of National Electric Products Corporation, Philadelphia, Pa. He succeeds A. D. Freshman, recently retired.

In making this announcement W. C. Robinson, president, said Semmelroth will assume his duties at Torrance on Feb. 1.

He currently serves as Chief Engineer of the company's Busway division in Elizabeth, N.J. A graduate of Cooper-Union College, Semmelroth received his Master of Science degree from Stevens Institute of Technology in 1952. During World War II he served as airforce radar observer and navigator for three years and first joined National Electric in March, 1953.

Art Display Opens Sunday

A number of artists from the area will have their work presented in the second South Bay Community Arts Assn. show which opened yesterday at 3412 Highland Ave., Manhattan Beach.

The show will feature paintings, ceramics, jewelry, mosaics, and sculpture by various persons. It will be open from 1 to 5 p.m. on Saturdays and Sundays, and from 2 to 7 p.m. the rest of the week until Feb. 13.

Artists to be included in the show include Millard Sheets, Robert Frame, Keith Crown, Davis Miller, and Delmer Youakum. Adult education art will be shown, as well as works by El Camino students.

Some of the work will be for sale, with the association acting as agent. The 10 per cent commission will go to a scholarship fund.

Motorcyclist Injured As Bike Smashes Auto

A motorcyclist was critically injured when he crashed into the rear of an auto at 208th and Main Sts. Tuesday, according to the Highway Patrol. At Harbor General Hospital is Allen Hunsicker, 28, of Long Beach.

Driving the auto was Willard McKenzie, 50, of Los Angeles. He was not hurt. McKenzie told Officer Billie Box Jr. that he was making a turn off Main St. when the cycle hit his auto in the rear.



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Trips, Guests, Showers, Death Of Long-time Resident Top News

By BETTY MITCHELL

A doorbell ringing tonight will probably mean that a local mother is collecting money for the March of Dimes. Mr. John Monaghan, chairman for the area's march, urged all persons to give generously to help meet the quota.

Friends were shocked last week when Mrs. J. Vaverka, of 242nd St., succumbed suddenly. Mrs. Vaverka had worked in the Walteria post office for a number of years. She is survived by a daughter, Mary Jo, and husband.

The Senior Girl Scout Troop held its first boy-girl social of the year at the Nickel's Poultry Ranch on Newton St. The girls and their guests spent the evening dancing and munching on hamburgers and

other refreshments. Members attending the affair included Misses Mary Burke, Shirley Cooper, Carol and Bonnie Goller, Beth Harvey, Pat Kamfornik, Louise Marsh, Elaine Phillips, Irene Spencer, Frances Wilkins, Anita Woods, and Carolyn Welsh. Special guests were Moore and Colleen Gordon. Chaperones were Mr. and Mrs. Robert Waegner and Mr. and Mrs. N. H. Wood.

Back from a wonderful vacation trip during which she spent a month visiting her family are Mrs. Kenneth Tucker and son Jodie, of Danaha St. Colleen spent her visit in Madison, S. D. with her parents, Mr. and Mrs. Joe Hexon. Before hubby Ken returned home the first of January, the couple made a week-end trip to Minneapolis, Minn. to visit with Mr. and Mrs. Dale Fel-

ger. While Colleen was visiting with her parents, Mrs. Marge McElhose, Colleen's sister from Portland, Ore., joined in visiting the Hexons also.

Unexpected, though very pleasant company, visited at the George Stark home. The company were Robert Owens Sr. of Carlsbad, N. M.; Mrs. Stark's grandfather, and Robert Owens Jr., of Gabbs, Nev., Mrs. Stark's father. Both smiled at young Stephen Stark, their great-grandson and grandson, respectively.

Very pleasantly surprised was Mrs. Lois Robinson of Winlock Dr. when friends gathered to give her a stork shower at the home of Mrs. L. Dumeshouse. Entertaining games and the opening of the many lovely gifts made the evening a merry

one. The party ended after the ladies sojourned to the den where a table was beautifully set with a huge cake decorated with rosebuds, booties, and storks. Gay streamers of blue and pink crepe paper and the place cards in the form of baby shoes added a colorful touch to the table. Special place settings for the guest of honor included a ceramic baby buggy with two little dolls, one dressed in pink, the other in blue. Guests present included Mrs. Dan Almazor of San Pedro, Mrs. Joe Nunes of Long Beach, Mrs. Forrest Yoder, Mrs. G. Alford, Mrs. Everett Myers, and Mrs. Delbert Myers, all of Torrance; Mrs. W. Kock, of Wilmington; and Mrs. G. Youman, of Lomita. Co-hosting with Mrs. Dumeshouse was her daughter, Mrs. George Pappas, of Winlock Dr.

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ROTH'S
QUALITY MEATS

LEAN SPARE RIBS
39¢
WHOLE BODY FRYING CHICKENS
39¢
ARMOUR'S ROLL SAUSAGE
29¢
BOILING BEEF
7¢

DOWNY FLAKE FROZEN WAFFLES
10¢ PKG.

STAR ORCHARD SLICED PEACHES
NO. 2 1/2 CAN 19¢

KORONA - CUT GREEN BEANS
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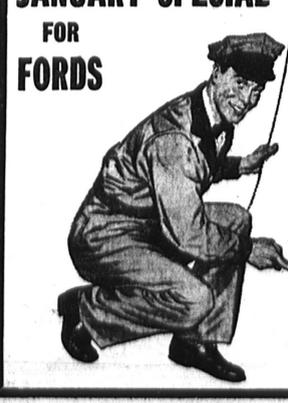
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FANCY - WASHINGTON WINESAP APPLES
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